

R/Marketing



Matt Strautmänn

Galvanize Data Science

July 1, 2015

reddit

Project Goal

What are your fans thinking about ?

Game Release



Reddit User Reaction

↑

2643

Terraria 1.3 Officially Released

submitted 9 hours ago by ShinyBlueUnicorn

438 comments share save hide report

↑

589

PlayStation 4 dominates Europe

submitted 9 hours ago by delacct

301 comments share save hide report

Sentiment Analysis

↑ ↓

[-] **JimmyMarshall** 9 points

There was a little bug with
it's great that they're not

permlink save parent give g



↑ ↓

[-] **JimmyMarshall** 9 points

There was a little bug with
it's great that they're not

permlink save parent give g




+ 9 popularity

Scrape 18K Comments

Sentiment Extraction

Popularity Score
Calculation

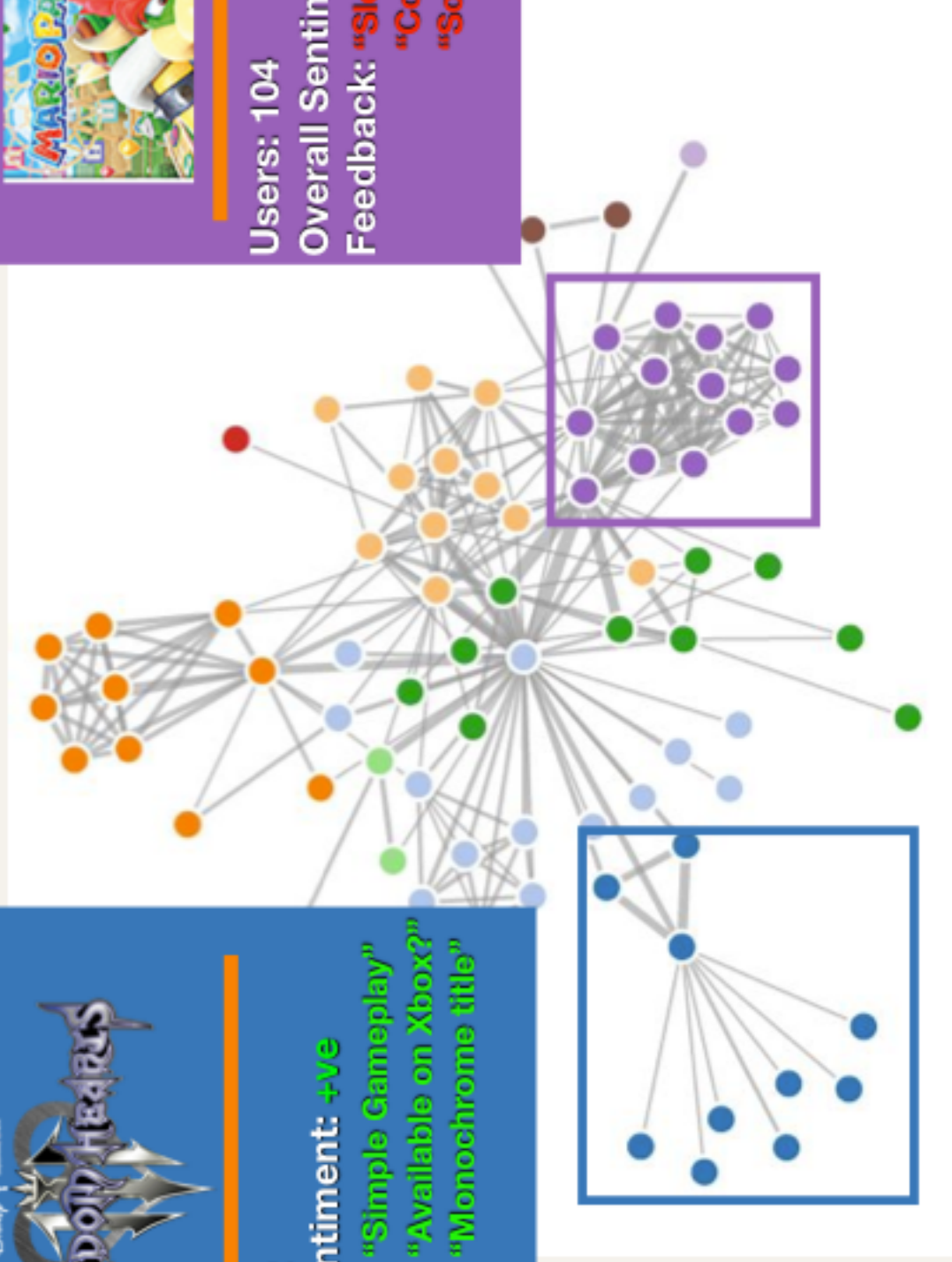
Community Detection



Users: 232
Overall Sentiment: **+ve**
Feedback: **"Simple Gameplay"**
"Available on Xbox?"
"Monochrome title"



Users: 104
Overall Sentiment: **-ve**
Feedback: **"Slow"**
"Confusing trailer"
"So many games"



Nearby Communities

↑

Halo 5 does NOT have campaign

↑

Halo 5 does NOT have campaign

↑

Halo 5 does NOT have campaign

1533

submitted 20 days ago by [tdark12](#)

907 comments share save hide report

Similar



↑

Black Ops 2 seems to have a

↑

Black Ops 2 seems to have a

↑

Black Ops 2 seems to have a

66

submitted 2 years ago * by [BeerGogglesFTW](#)

132 comments share save hide report

Hence



Similar



Future Work

Model community response over time

- ❖ **Scrape game review site to add game tags**
- ❖ **Track frequency of comments per game over time**